

Global Pediatric Nutrition Market: Trends & Opportunities (2012-2017)

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Abstracts

All over the world, parents are becoming more conscious of the nutritional benefits of pediatric food and supplement. As a result, globally the pediatric nutrition market (infant nutrition and baby food) is growing at a significant pace with companies scrambling to get a significant share of the market.

The Asian market is contributing significantly to the growth of pediatric nutrition market as more than one-third of the global market is accounted by this region. Apart from this, various child healthcare initiatives and policies from International organizations such as UNICEF and WHO has also been playing a significant role in contributing to the growth of pediatric nutrition market. The market is very fragmented and over 60% of the market share is controlled by the top players including Nestle, Mead Johnson, Abbott Laboratories and Danone.

The Pediatric nutrition market is highly competitive and is characterized by growing number of mergers and acquisitions. Recently, Nestle bought Pfizer's infant nutrition business in a stiff competition to push out rival firm Danone's bid. The deal strengthened the foothold of Nestle in global Pediatric nutrition market.

The report titled "Global Pediatric Nutrition Market: Trends and Opportunities (2012-2017)" analyzes the sizing and growth of the worldwide pediatric nutrition market with a focus on the two major segments - infant nutrition and baby food markets. The report also assesses the growth of the pediatric nutrition market in major geographic regions as well as individual countries.

For each geographic region - Asia Pacific, Australasia, Eastern Europe, Western Europe, North America, Latin America and Middle East and Africa, the growth of the

pediatric nutrition market and the share of the major players in the infant nutrition and baby food market has been analyzed.

Similarly, for each country - United States, China, Indonesia, India, Australia, Brazil, Russia, Saudi Arabia, Ukraine and United Kingdom, the growth of the pediatric nutrition market and the share of the major players in the infant nutrition and baby food market has been analyzed.

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